



FOR IMMEDIATE RELEASE

Friday, February 14, 2020

More than 1,000 volunteers expected at statewide river cleanup

ATLANTA, GA. | Trash threatens the health of our shared waterways, but Chattahoochee Riverkeeper's annual Sweep the Hooch cleanup and new crowdfunding initiative aims to empower people to take litter pollution into their own hands.

Sweep the Hooch is an annual watershed-wide trash cleanup that brings together hundreds of volunteers each year at dozens of parks, tributaries, and access points along the Chattahoochee River.

Last year, more than 1,100 dedicated community volunteers gathered a record-setting 32 tons of trash and litter from and along the Chattahoochee River and its tributaries in just one day.

"Despite all the success we've had in past years, trash continues to plague the Chattahoochee River," said Tammy Bates, Outings Manager with CRK. "So much depends on the health of this waterway, so supporting cleanups like Sweep the Hooch along with CRK's other water quality projects is absolutely vital."

In honor of Sweep the Hooch celebrating its tenth anniversary, CRK is encouraging everyone to fundraise on behalf of their favorite spot on the river using an online donation platform. All funds raised will support the organization's year-round cleanup efforts, including volunteer opportunities and several in-stream trash collection devices.

Sweep the Hooch will take place on Saturday, April 4 from 9 a.m. to 12 p.m. at more than 40 cleanup sites throughout the watershed, where volunteers will have the opportunity to walk, wade or paddle to gather trash.

Volunteers should register for their site by March 30. Once a site reaches its capacity, registration for that particular site will close. Individual registration is required, but family, friends, coworkers and neighbors are welcome to sign up as a team to clean up their community together.

CRK is proud to recognize supporters of this event:

River Champion: The Arthur M. Blank Family Foundation, The Home Depot, Geiger: A HermanMiller Company

River Defender: Cox Enterprises and Cox Conserves, Green Rock, Reduce, Ruby Collins

River Advocate: Collective Insights, Weed Man Lawn Care, WEG Electric

River Conservator: American Rivers, Bridgestone Tires4ward, CHaRM, Chattahoochee Parks Conservancy, The Coca-Cola Company, Georgia Nature Photographers Association, Peachtree Dumpsters, Republic Services, Rubicon, Smyrna's Finest Hand Car Wash

For more information on how to register or how to support Chattahoochee Riverkeeper's cleanup efforts, visit sweepthehooch.org.

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Chattahoochee Riverkeeper's mission is to protect and preserve the Chattahoochee River, its lakes and tributaries for the people, fish and wildlife that depend upon it.

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